



Tamper Resistant Receptacle Awareness and Usage Survey Results Summary

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Steven K. Wilcox
Director, Market Research

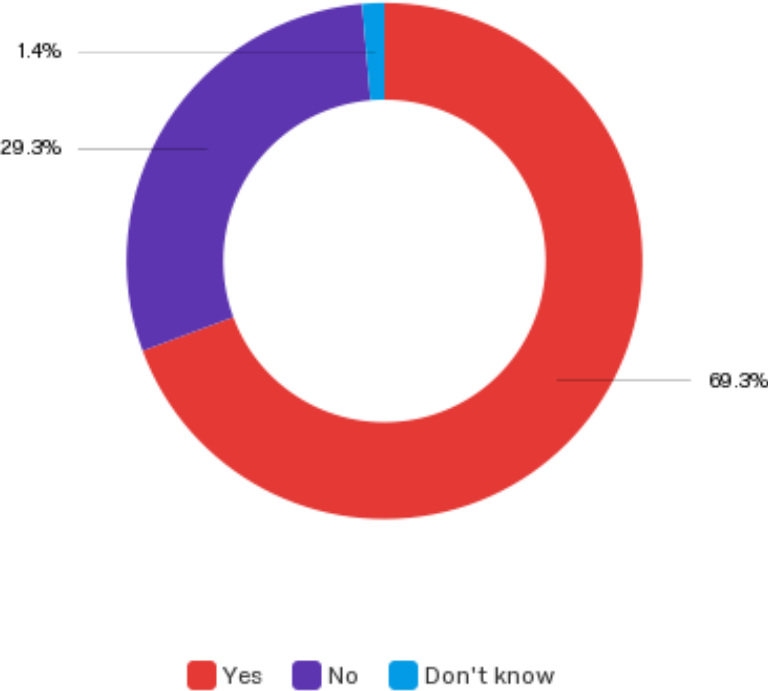
Using an online questionnaire, we surveyed 936 mothers in the United States with children under the age of 7 living in their homes. This sample size allows us to extrapolate to the population with a 95 percent confidence level and ± 3.2 percent margin of error.

Findings

- Most mothers with young children (69%) reported that the outlets in their homes were childproofed.
- By far the most frequently cited method of childproofing electrical outlets was the use of plastic outlet caps (86%). The next most common childproofing method claimed by respondents was tamper resistant outlets (22%).
- The top reasons respondents gave for using their previously identified method of childproofing their home's electrical outlets were because of their own research (19%), the fact that they had the same type of childproofing in their own childhood homes (18%), and convenience (16%).
- Respondents displayed a bit of cognitive dissonance as a majority (54%) was either very or extremely confident that her own child would not be able to remove the protective plastic outlet caps, but at the same time respondents were evenly split (40% to 40%) on whether they agreed or disagreed that plastic outlet caps could be removed by toddlers, generically speaking.
- It should likely come as no surprise that 34% of our panel did not know whether their children's daycare centers or schools were childproofed. However, 55% indicated that, yes, outlets in those facilities were childproofed.
- Only 17% of mothers with young children were very or extremely familiar with tamper resistant outlets/receptacles, while 68% were slightly or not at all familiar with them.
- Although most respondents (69%) were either unsure about or do not have TRRs, there appeared to be confusion regarding tamper resistant receptacles among the mothers surveyed, perhaps related to being unclear about the terminology. When all respondents were asked whether they have any tamper resistant receptacles installed in their homes, 31% claimed that they did. However, when those who reported having childproofing in place (N = 649) were asked to identify the type of childproofing they used, only 22% indicated TRRs as a means of protecting their homes' outlets. (see above)
- While slightly greater than one-third (35%) of TRRs were installed during renovations or retrofits, the most common reason for the devices being found in homes with young children was they were already there when the family moved into the building (62%).
- TRRs were perceived as being harder to plug into than traditional outlets by 68% of our panelists.
- Having other childproofed outlet measures in place was the primary reason cited by a plurality (38%) of respondents for not having TRRs installed. Only a small share (12%) made the argument that their homes did not need to be childproofed. Many respondents (22%) provided a reason other than those listed among the response choices. A significant proportion of those "other" responses mentioned being unaware of tamper resistant receptacles.
- TRRs were seen as a relatively expensive product, with 77% of mothers believing that each piece costs at least \$1 more than a traditional outlet. In fact, 9% estimated at least a \$10 cost delta between the technologies.
- The vast majority (80%) of mothers has talked to their children about the dangers of electricity, and even more of them (94%) claimed that they intend to do so in the future.

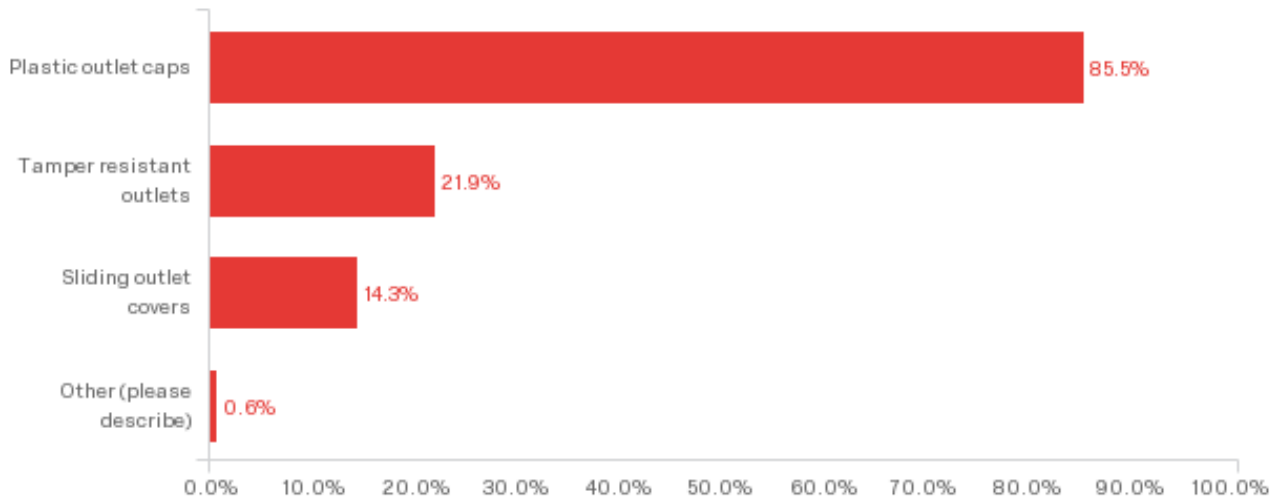
- In estimating, on average, that nearly 3,800 children in the United States go to the emergency room each year as a result of tampering with wall outlets, mothers surveyed actually overstated the threat based on studies that estimate 2,400 such cases.
- Nearly two-thirds of respondents (65%) report owning or buying their homes, most of which (64%) were built before 2000.
- Having an up-to-date electrical system was very or extremely important to 65% of home owners when making the purchase decision.
- Most of our respondents and their family members (70%) have not attempted to do their own electrical work, but of those who have, 67% have had some form of training in electrical work.
- One quarter of the panel expressed little to no interest in learning more about TRRs, but nearly 50% were very or extremely interested in doing so. The mother's level of education was related to their openness to learning more about TRRs, with those having attained postgraduate/professional education most often (59%) very or extremely interested in learning more, followed by high school graduates (53%).
- Moms in our survey were most likely to buy childproofing items from one of two outlets: home improvement stores (44%), like Home Depot and Lowes, or department stores (35%), such as Target and Walmart.
- A majority of respondents (60%) have a trusted electrician to call when needed.
- Standard circuit breakers owned the lion's share (73%) of electrical panel space, followed by fuses (26%) according to our respondents.
- Most mothers with young children know how to shut off power in their homes (81%). Connecting back to the question about performing electrical work, those who, either themselves or a family member, have done their own electrical work are significantly more likely to know how to shut off their home's power. In fact, 91% of the DIYers can shut off the power.
- Most of our survey participants (78%) were slightly or not at all familiar with AFCIs, while only 12% considered themselves very or extremely familiar with them.
- Although the most frequently cited time period in which respondents' homes' electrical systems were updated was between 5 and 15 years ago (43%), a substantial share (18%) have not been updated more recently than 15 years ago.
- The typical respondent to this survey was a 25 to 34 years old (57%) married (83%) woman with at least some college education (79%), who worked full time either for pay (39%) or as a parent (29%), and whose household income was around \$65,000 per year (estimated weighted average).

Are your home electrical outlets childproofed?



Answer	%	Count
Yes	69.3%	649
No	29.3%	274
Don't know	1.4%	13
Total	100%	936

How are your home's electrical outlets protected? [select all that apply]

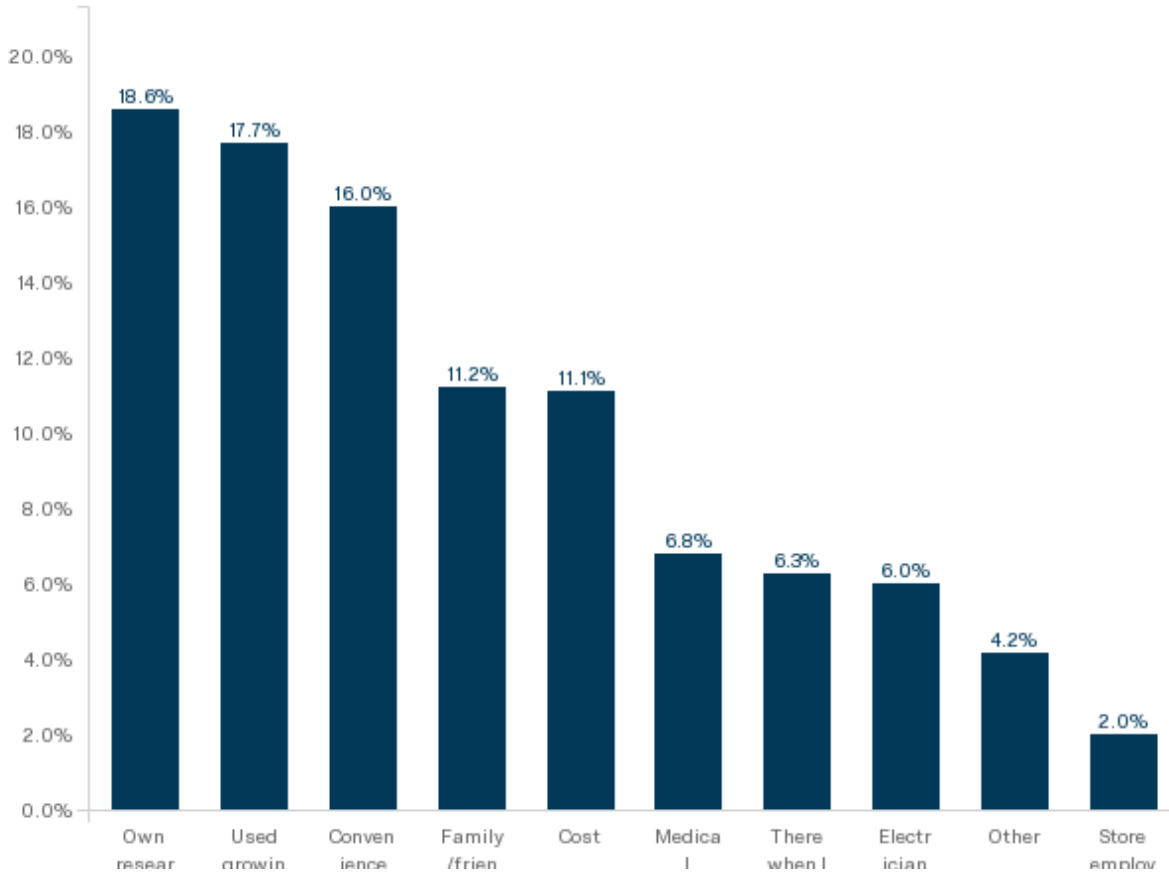


Answer	%	Count
Plastic outlet caps	85.5%	555
Sliding outlet covers	14.3%	93
Tamper resistant outlets	21.9%	142
Other (please describe)	0.6%	4

“Other” responses:

- There is something on the inside that prevents you from plugging something straight in. You have to shift it a bit.
- Scotch tape
- Covered with furniture

What was your primary reason for childproofing your home's electrical outlets using the method(s) you selected in the previous question?



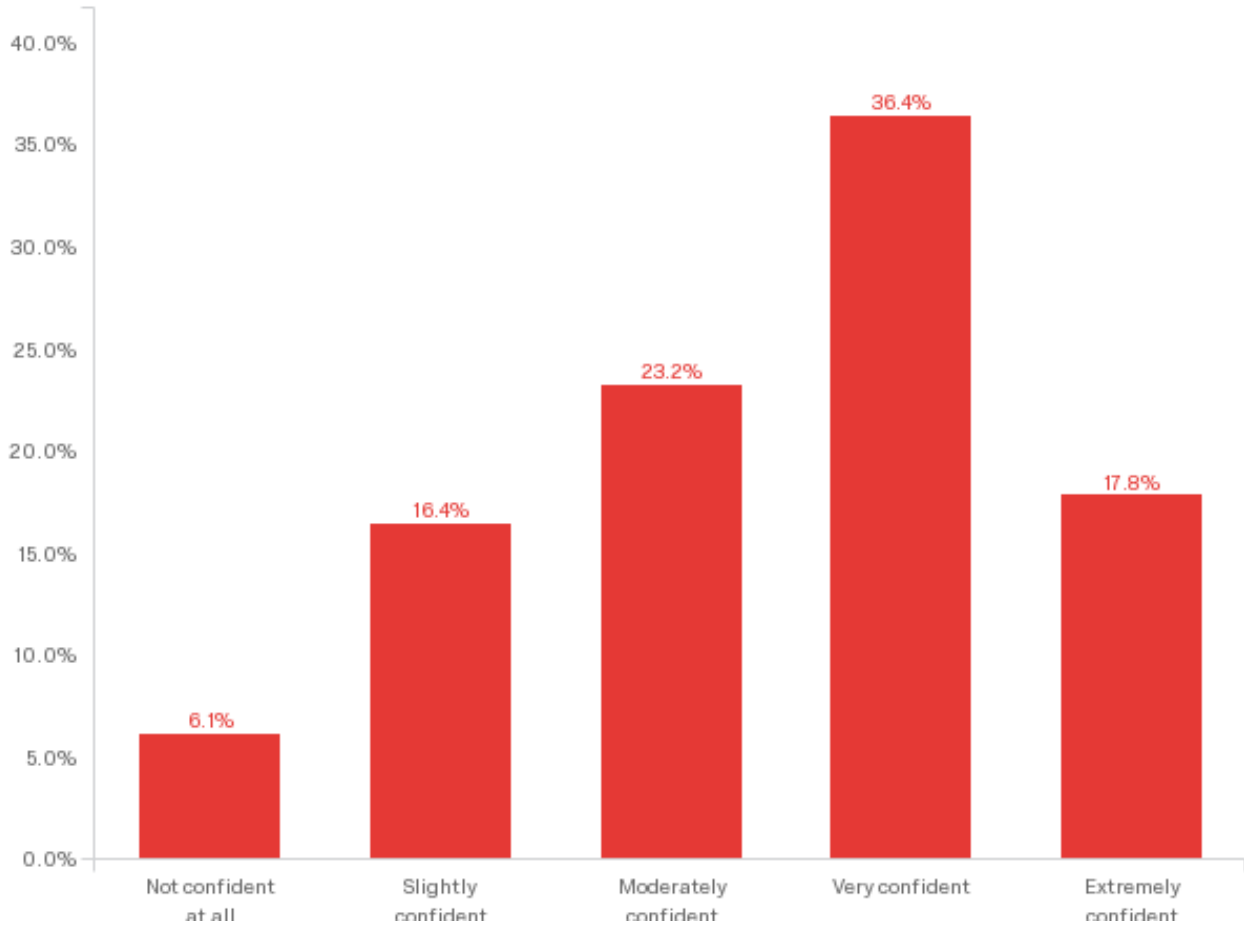
Answer	%	Count
My home's outlets were already childproofed that way when I moved in	6.3%	41
Cost	11.1%	72
Convenience	16.0%	104
Recommended by a family member or friend	11.2%	73
Recommended by an electrician	6.0%	39
Recommended by a medical professional	6.8%	44
Recommended by a store employee	2.0%	13
Based on my own research	18.6%	121
It's what we used when I was growing up	17.7%	115

Answer	%	Count
Other (please describe)	4.2%	27
Total	100%	649

“Other” responses:

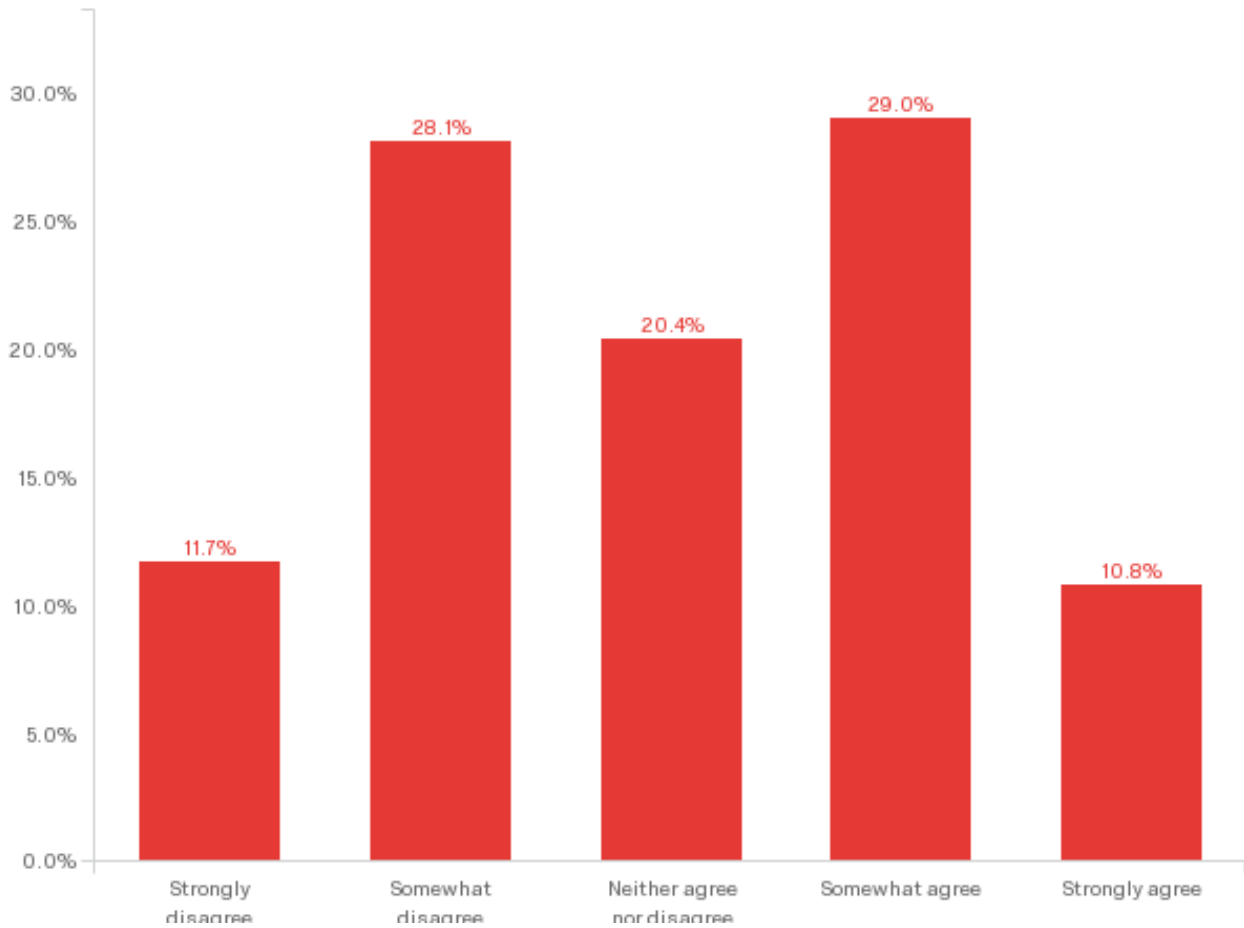
- Having a young child in the house
- We have a baby
- Used when my children were growing up.
- several pf above
- recommended and reviewed on website
- To prevent younger family members from touching them
- Child safety
- safety especially to my kids
- as precaution
- For safety
- It's the only way my son won't bother the outlets.
- Given to me
- This house builder uses child proof outlets
- my baby showed interest in the outlets, so I covered them for his safety
- Safety
- Only option I was aware of
- It was common sense being that we have a small child
- Common sense when you have a baby
- Not sure
- My child's safety
- What is saw was available in stores
- social worker, we adopted
- The other methods didn't fit our outlets
- It was the only option I was aware of, and the only thing easily available to me.
- because I have grandbabies that crawl around I also used the same thing with my kids
- have a young child

How confident are you that your child will not be able to remove the plastic outlet caps protecting your home's outlets?



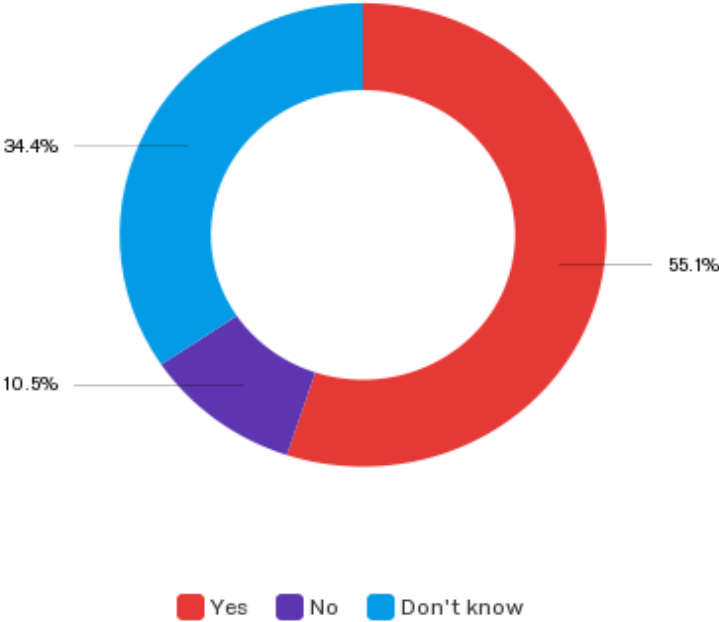
Answer	%	Count
Not confident at all	6.1%	34
Slightly confident	16.4%	91
Moderately confident	23.2%	129
Very confident	36.4%	202
Extremely confident	17.8%	99
Total	100%	555

Plastic outlet caps can easily be removed by toddlers.



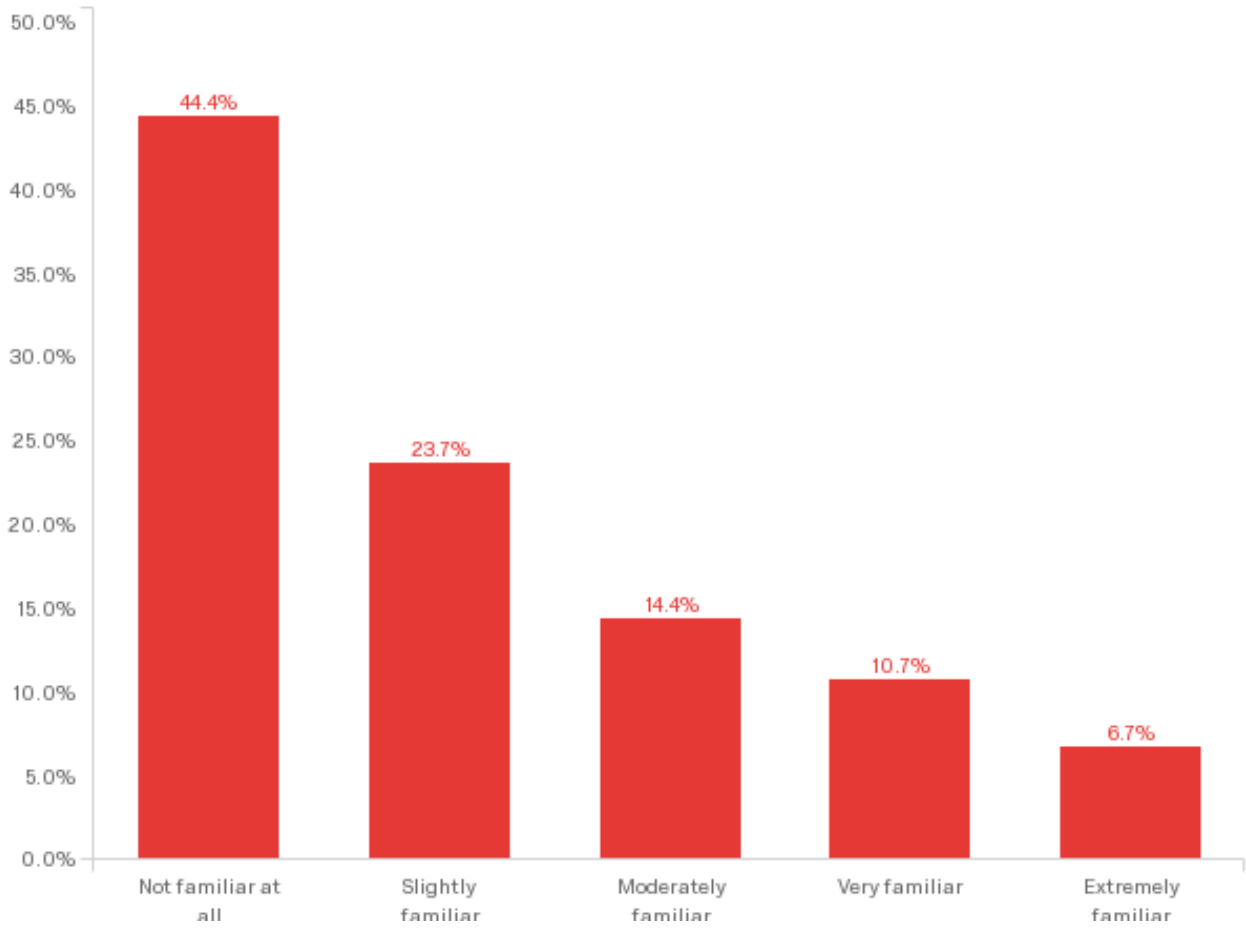
Answer	%	Count
Strongly disagree	11.7%	65
Somewhat disagree	28.1%	156
Neither agree nor disagree	20.4%	113
Somewhat agree	29.0%	161
Strongly agree	10.8%	60
Total	100%	555

Does your child's daycare provider or school childproof its facility's electrical outlets?



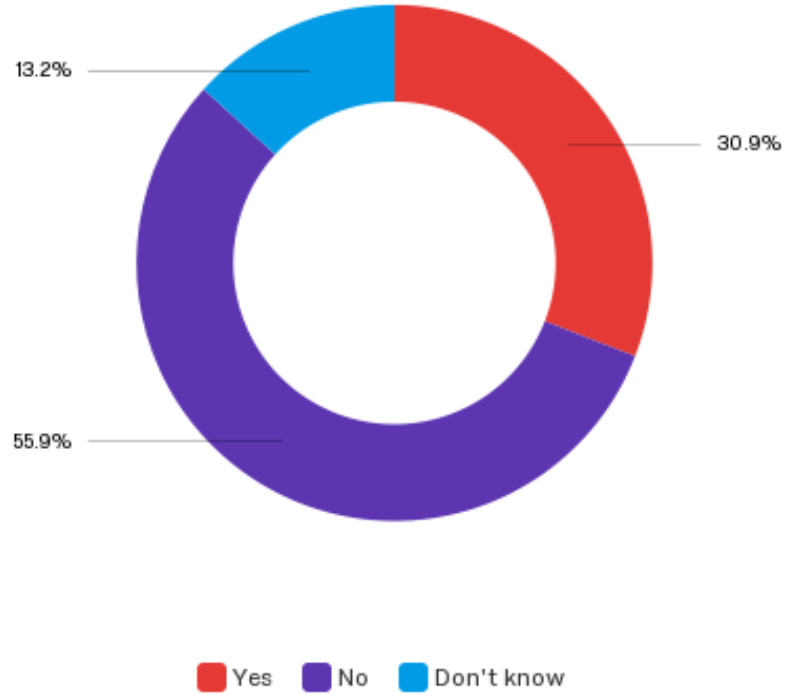
Answer	%	Count
Yes	55.1%	315
No	10.5%	60
Don't know	34.4%	197
Total	100%	572

How familiar are you with tamper resistant outlets (also known as tamper resistant receptacles or TRRs)?



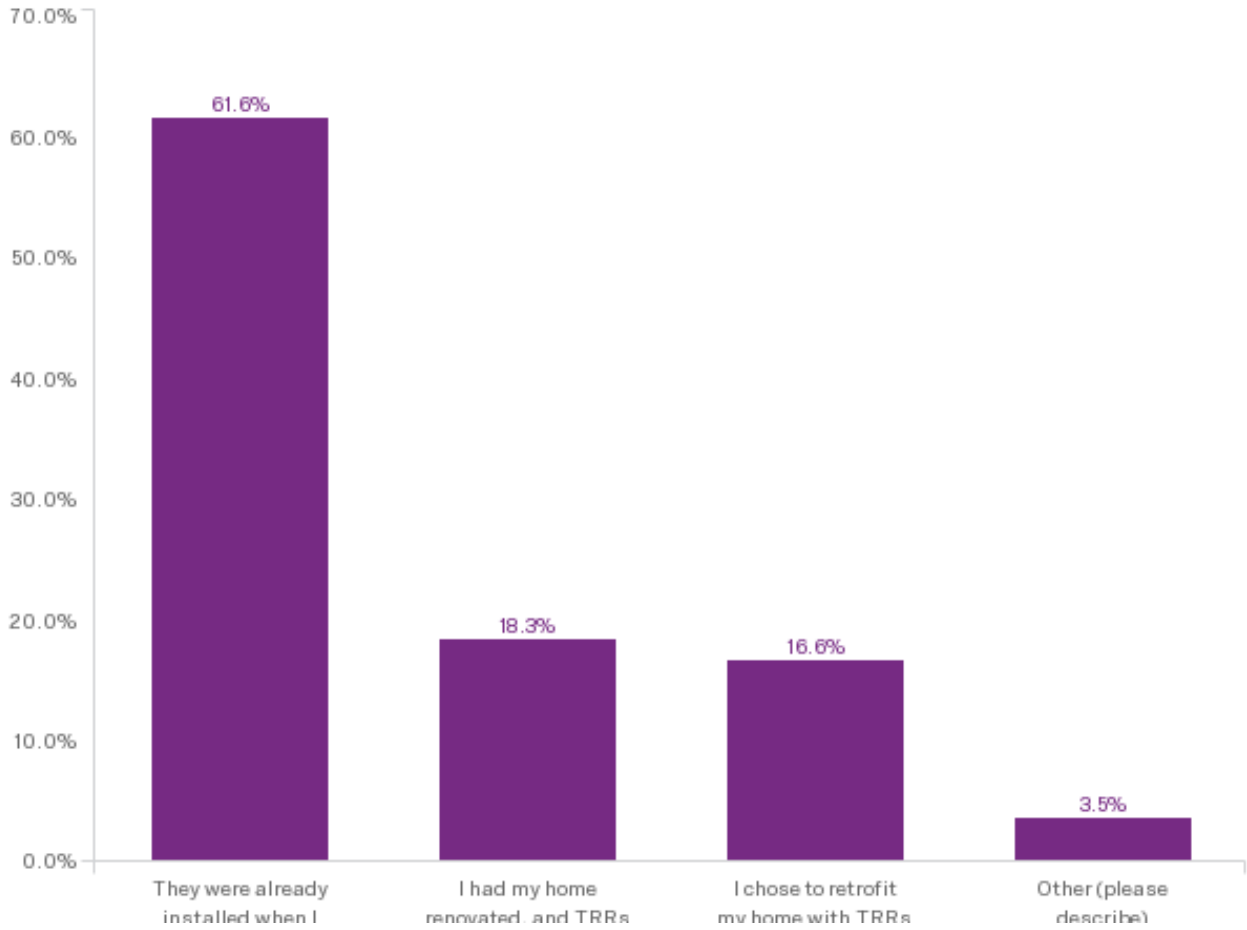
Answer	%	Count
Not familiar at all	44.4%	416
Slightly familiar	23.7%	222
Moderately familiar	14.4%	135
Very familiar	10.7%	100
Extremely familiar	6.7%	63
Total	100%	936

Do you have any tamper resistant receptacles installed in your home?



Answer	%	Count
Yes	30.9%	289
No	55.9%	523
Don't know	13.2%	124
Total	100%	936

What is the main reason why you have tamper resistant receptacles (TRRs) installed in your home?

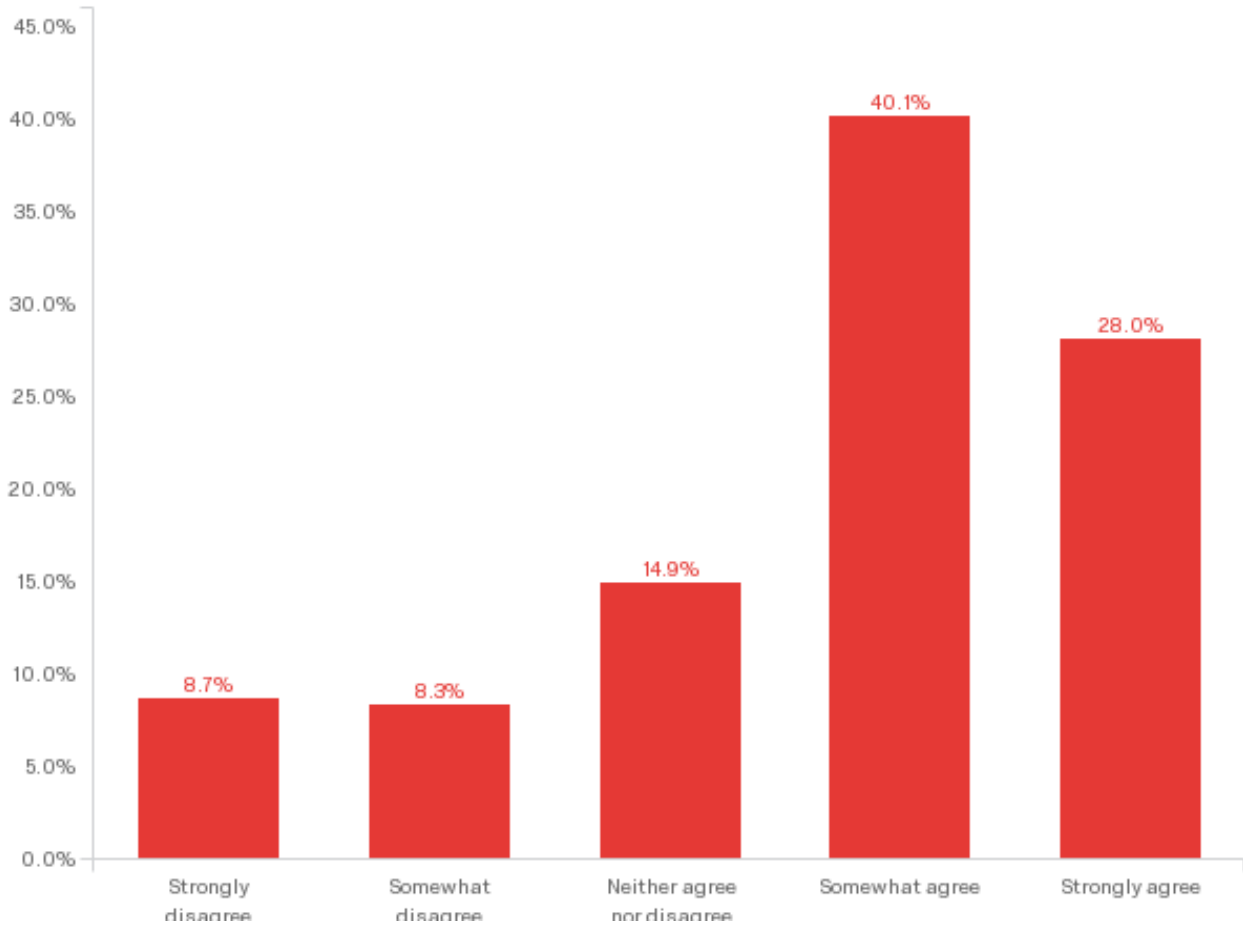


Answer	%	Count
They were already installed when I moved into my home	61.6%	178
I had my home renovated, and TRRs were required	18.3%	53
I chose to retrofit my home with TRRs	16.6%	48
Other (please describe)	3.5%	10
Total	100%	289

“Other” responses:

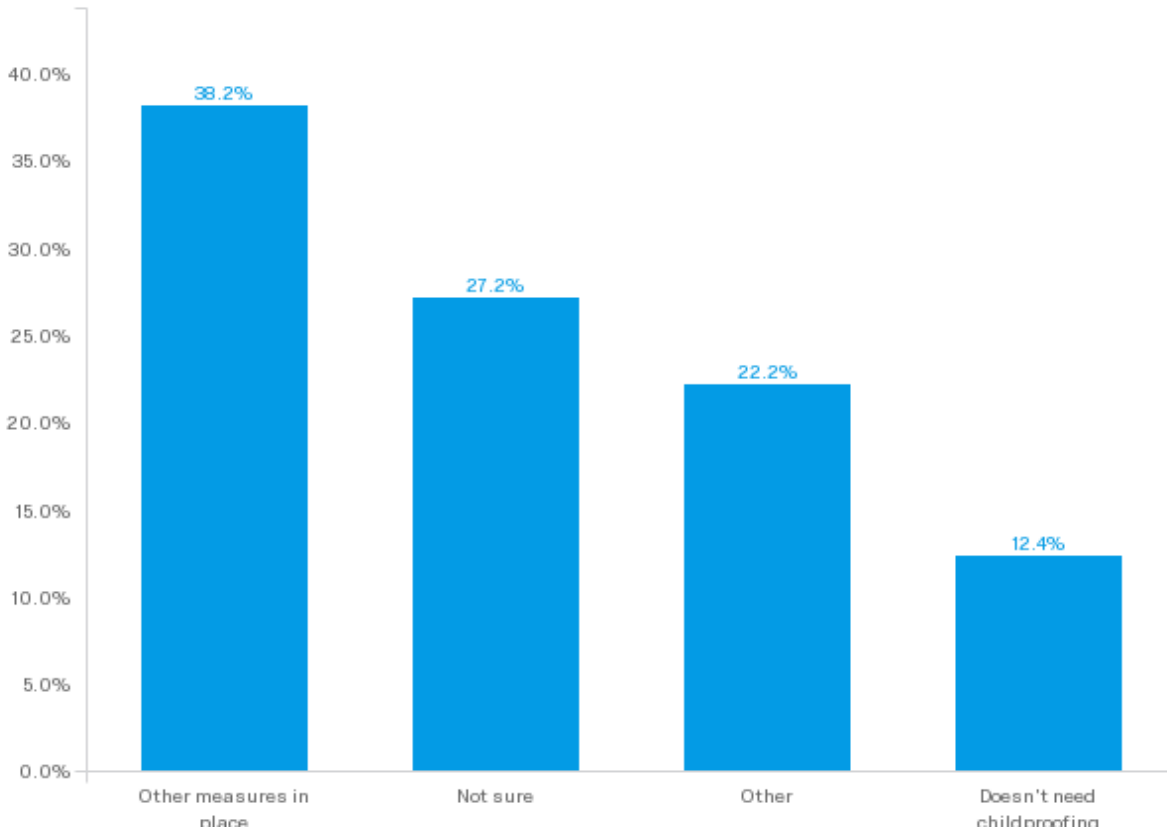
- It’s actually a tamper resistant power strip.
- I had to replace some of the receptacles, so I went with the TRRs
- secure/safety
- we installed them in my son's room only
- not used
- Purchased outlets with USB ports that came with TRRs
- Just what we bought without knowing
- When remodeling we added a few
- I have a small child in my home
- I had a child and I wanted to do it for his safety.

Tamper resistant receptacles are harder to plug into than traditional outlets.



Answer	%	Count
Strongly disagree	8.7%	25
Somewhat disagree	8.3%	24
Neither agree nor disagree	14.9%	43
Somewhat agree	40.1%	116
Strongly agree	28.0%	81
Total	100%	289

What is the main reason why you have do not have tamper resistant receptacles installed in your home?



Answer	%	Count
My home doesn't need to be childproofed	12.4%	65
I have other childproofed outlet measures in place	38.2%	200
Not sure	27.2%	142
Other (please describe)	22.2%	116
Total	100%	523

“Other” responses:

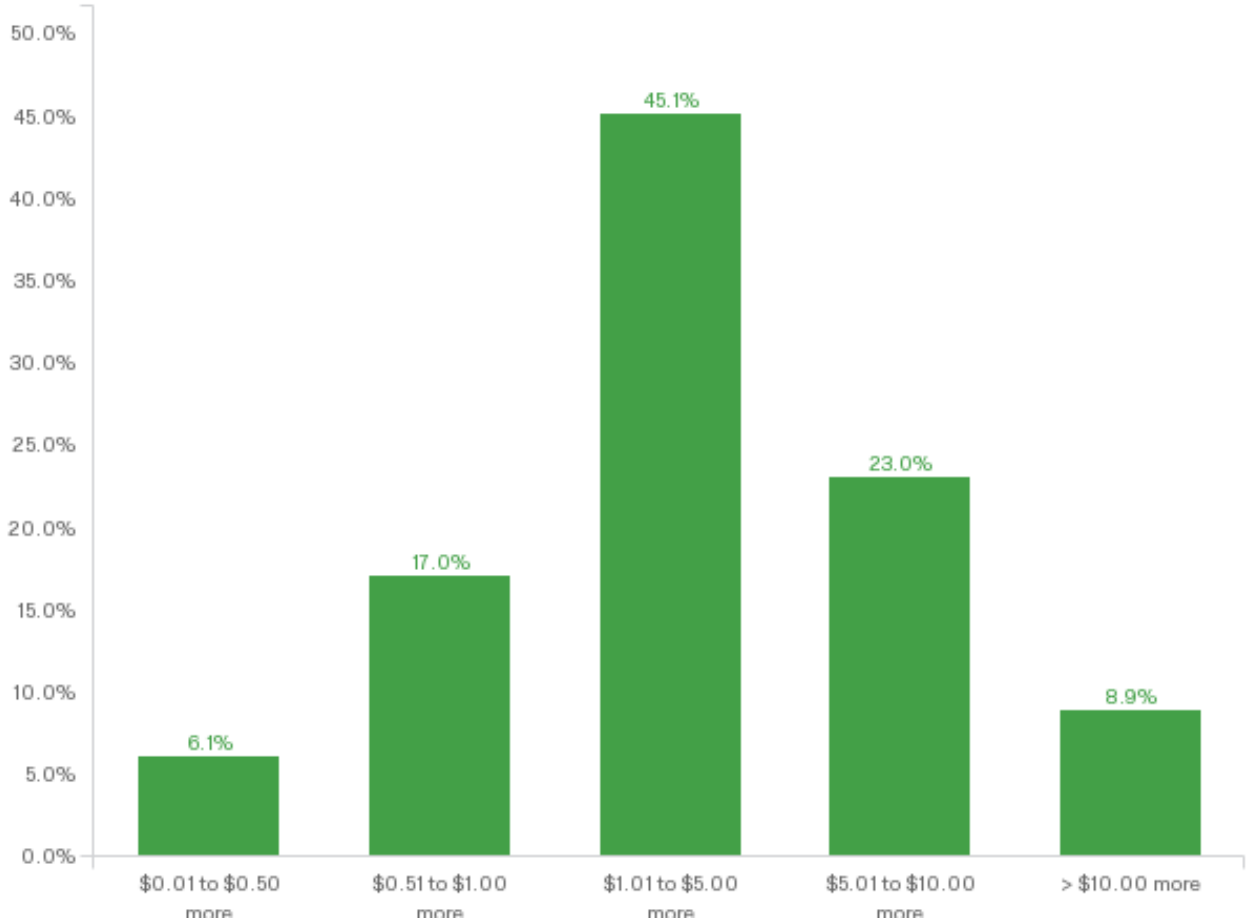
- Because I was not aware of these.
- I didn't know about them.
- wasn't aware of them
- Wasn't aware of this product
- cost of childproofing this way

- I have never heard of them.
- I wasn't aware they exist.
- I rent
- never heard of it
- renting home
- I didn't know about it
- Renting
- Didn't know about them until recently
- I did not know they existed
- rental
- Baby is not mobile yet
- did not know them well
- I didn't know they existed.
- I teach my children to stay away from outlets
- was not aware of them until this survey
- home is rented
- This home is a rental and per agreement we can't change the outlets. we can put the plastic covers on them.
- Cost
- I rent
- Didn't know they existed
- Didn't know there was a such thing
- I wasn't aware of their existence.
- did not know about these
- Did not know of them
- PATRULL
- didn't know about them
- I do not own this home so I do not choose what is used
- Never heard of them before now
- No control over what kind of outlets are installed
- never knew they existed
- I will be moving out in 1 month
- I didn't know about it
- I was not aware of this kind of childproof model.
- I never knew about these plugs
- Home built before they were made.
- Cost to replace all outlets. And don't have a problem with children bothering them.
- Time and money to replace all the outlets
- I rent
- it's an apartment
- no reason
- I do not own the house
- I didn't know about them
- I didn't know it was an option
- Renting an Apartment
- I rent and have no choice

- Weren't in home when we purchased
- We rent, so we were not in control of what is installed
- Didn't know about them
- Did not know about them
- Never heard of them
- it's a rental
- never heard
- My daughter is just an infant. I will be babyproofing as she becomes mobile.
- haven't done it yet
- not aware of product
- I'm not aware of this childproof outlet
- Haven't done it since my child is still too young
- Didn't know about them
- I wasn't aware of this method.
- I was unaware of them until now
- Wasn't fully aware of them
- My toddler takes the plug ins out
- Not my home
- I didn't know much about this product
- I rent an apartment that has old outlets
- I rent an apartment
- At this time I don't need further child proofing. She is old enough that she may be able to pull out the plugs they are enough of a deterrent at age five she doesn't waste her time.
- Was not aware of their existence
- I had not heard of them
- Cost
- I have only seen plug covers. I didn't know about these.
- Never heard of them b/f taking this survey
- Rent an old house
- recently moved in
- Never heard of them before till now
- never heard of it
- Did not know about this
- Didn't know about the product
- Not aware
- Did not know they exist
- I wasn't aware they existed
- Rented apartment
- I rent
- Did not know these existed
- I rent my home
- Didn't know about these
- I haven't been able to pay for it to be done
- rent
- I did not know about them
- We rent the house.

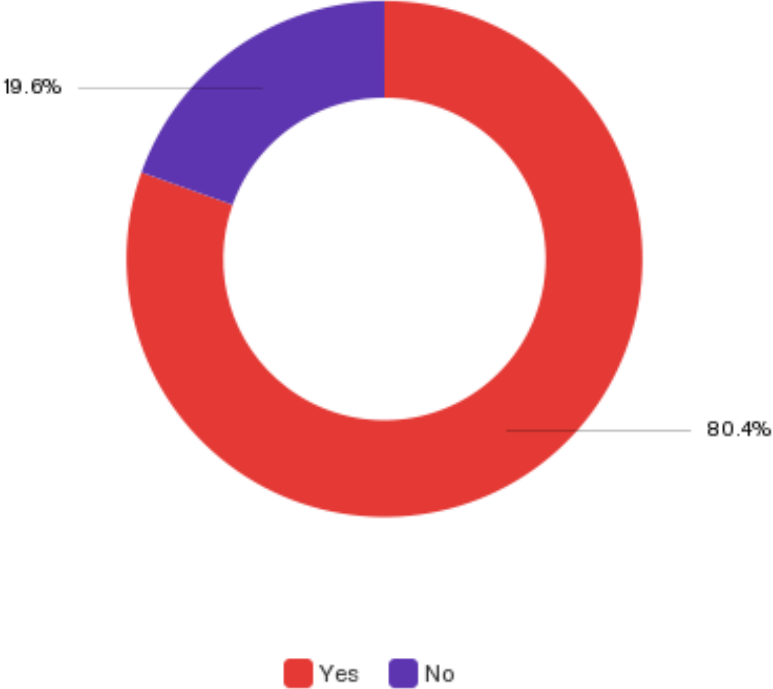
- I rent a trailer built in the 70's
- Had never heard of them.
- Purchased home with existing standard outlets
- Never heard of them before
- didn't know about them much
- I did not know about this option
- We are renting an apartment and cannot install them
- I rent.
- never heard of it
- rent home
- Wasn't aware of them until now
- didn't know they existed
- Never heard of it.
- I have not heard of them before today.
- my child is older now
- Not my home
- Never heard of them
- My daughter is only 2 months I plan on child proofing very soon
- Older home
- Unaware

Tamper resistant receptacles (TRRs) have permanent internal shutters that prevent foreign objects from being inserted into them. How much more than a traditional outlet would you estimate a TRR typically costs?



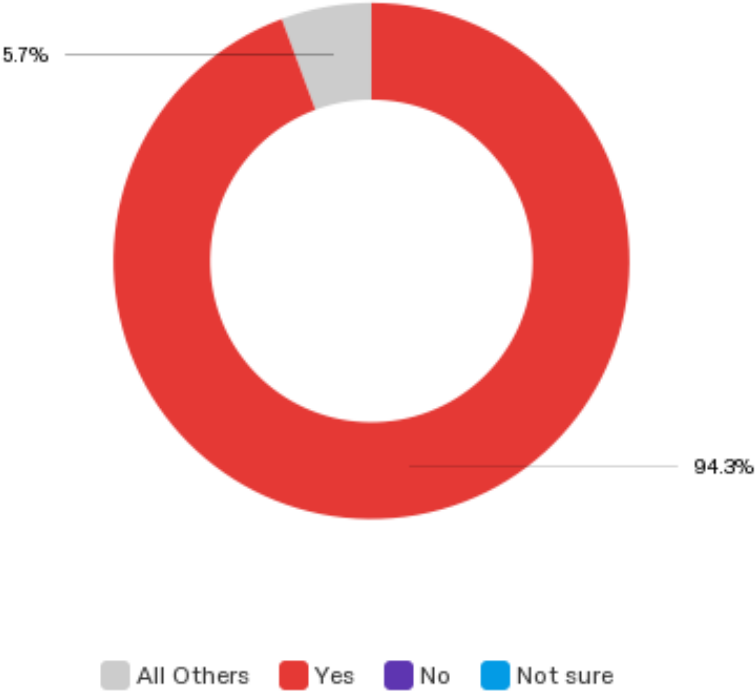
Answer	%	Count
\$0.01 to \$0.50 more	6.1%	57
\$0.51 to \$1.00 more	17.0%	159
\$1.01 to \$5.00 more	45.1%	422
\$5.01 to \$10.00 more	23.0%	215
> \$10.00 more	8.9%	83
Total	100%	936

Have you ever talked to your children about the dangers of electricity?



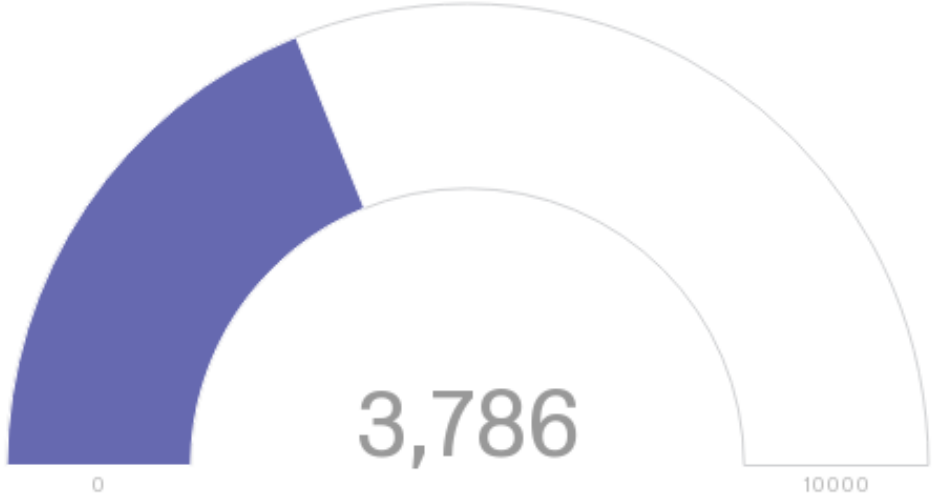
Answer	%	Count
Yes	80.4%	753
No	19.6%	183
Total	100%	936

Do you plan on talking to your children in the future about the dangers of electricity?



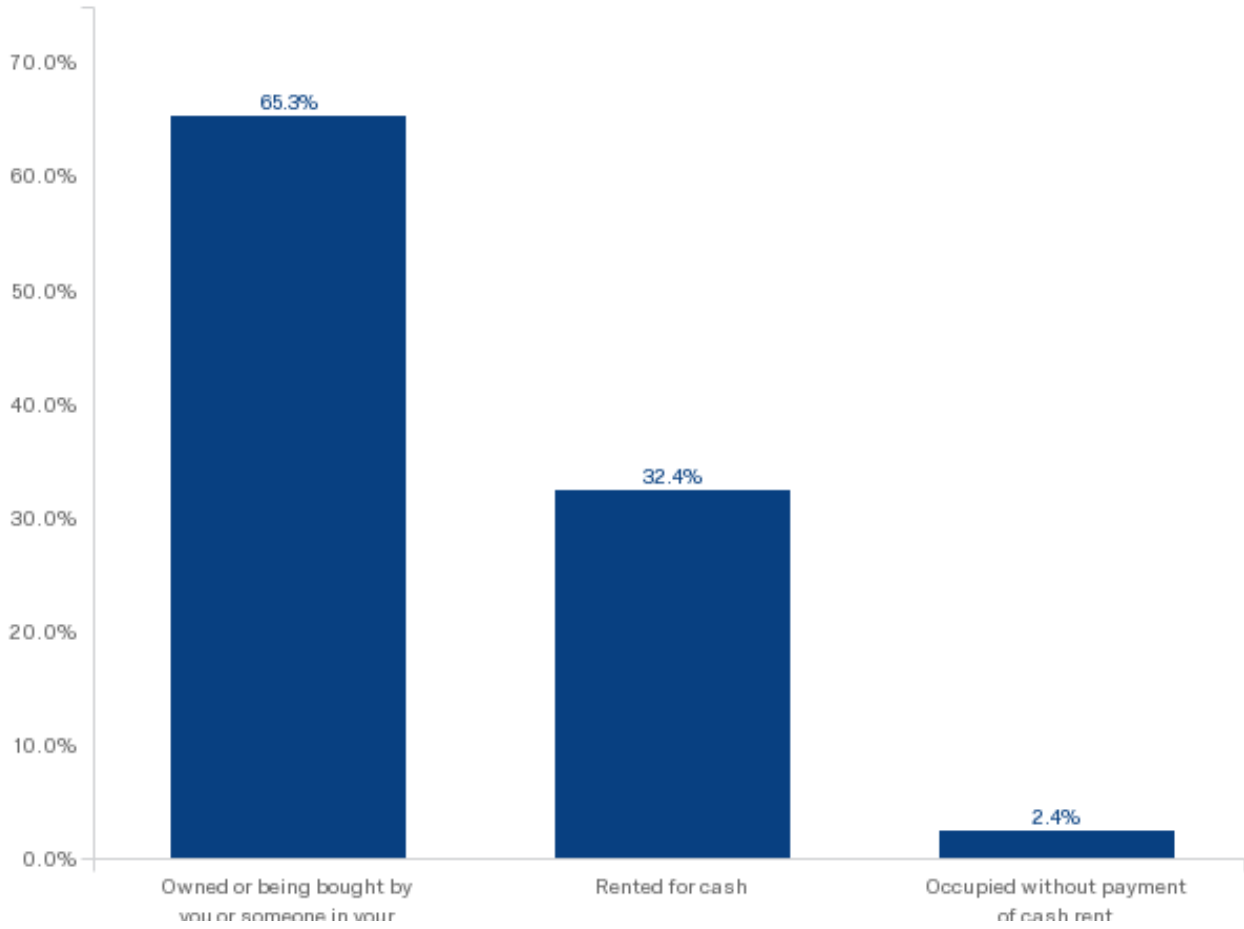
Answer	%	Count
Yes	94.3%	883
Not sure	4.0%	37
No	1.7%	16
Total	100%	936

On average, how many children in the United States do you think go to the emergency room each year as a result of tampering with wall outlets?



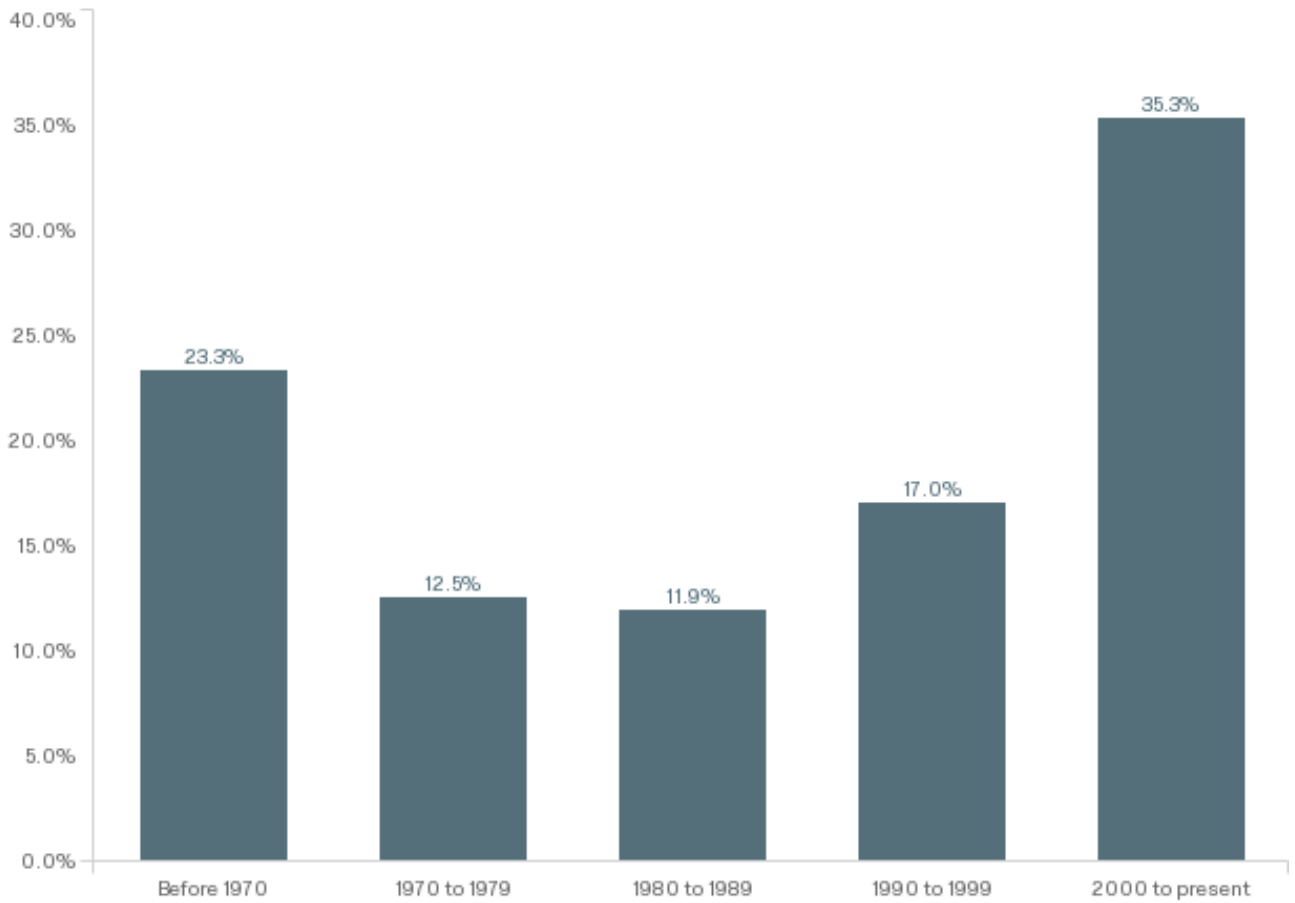
Field	Minimum	Maximum	Mean	Std Deviation	Count
# of children sent to ER each year	0	10000	3786	2288	936

Are your living quarters owned or being bought by you or someone in your household, rented for cash, or occupied without payment of cash rent?



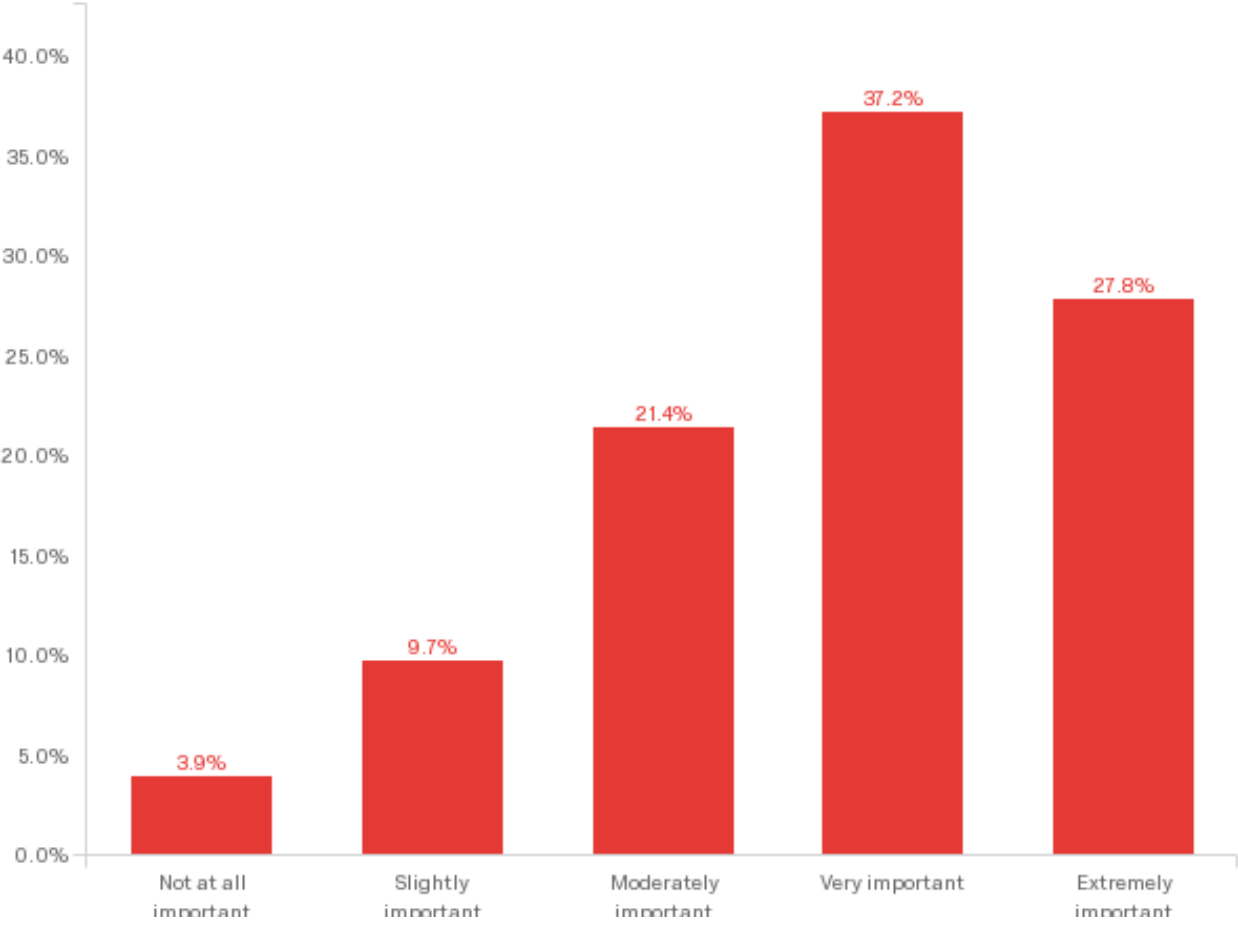
Answer	%	Count
Owned or being bought by you or someone in your household	65.3%	611
Rented for cash	32.4%	303
Occupied without payment of cash rent	2.4%	22
Total	100%	936

When was your home built?



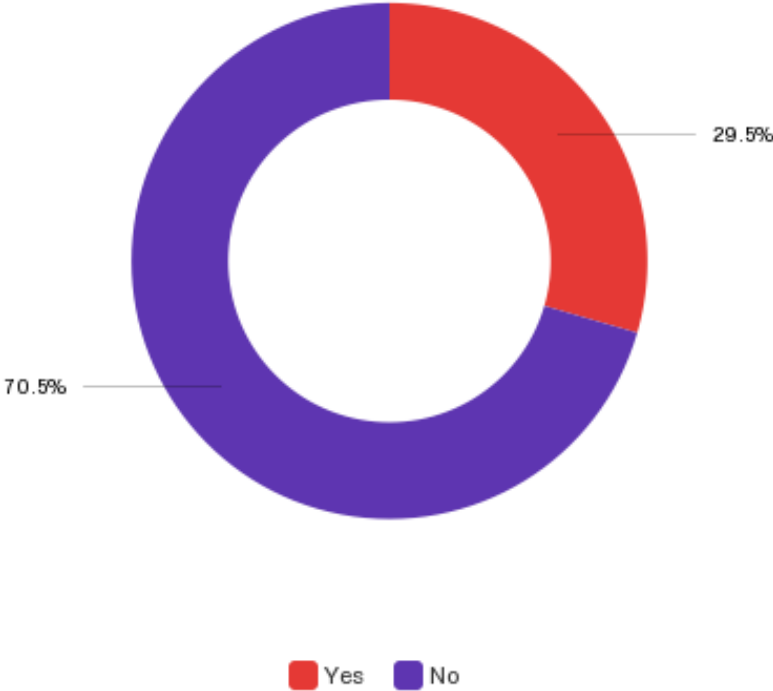
Answer	%	Count
Before 1970	23.3%	187
1970 to 1979	12.5%	100
1980 to 1989	11.9%	95
1990 to 1999	17.0%	136
2000 to present	35.3%	283
Total	100%	801

In making the purchase decision for your home, how important was having an up-to-date electrical system?



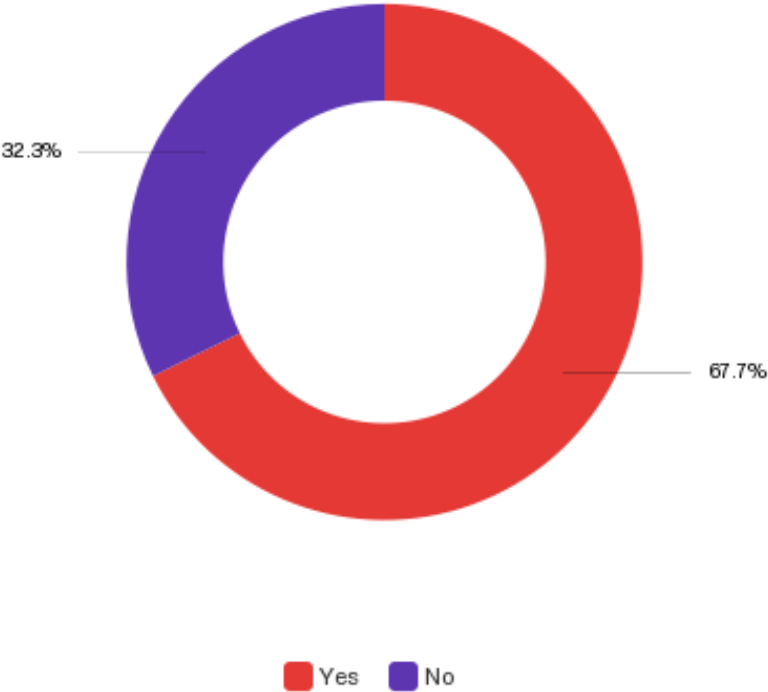
Answer	%	Count
Not at all important	3.9%	24
Slightly important	9.7%	59
Moderately important	21.4%	131
Very important	37.2%	227
Extremely important	27.8%	170
Total	100%	611

Have you or a family member ever attempted your own electrical work?



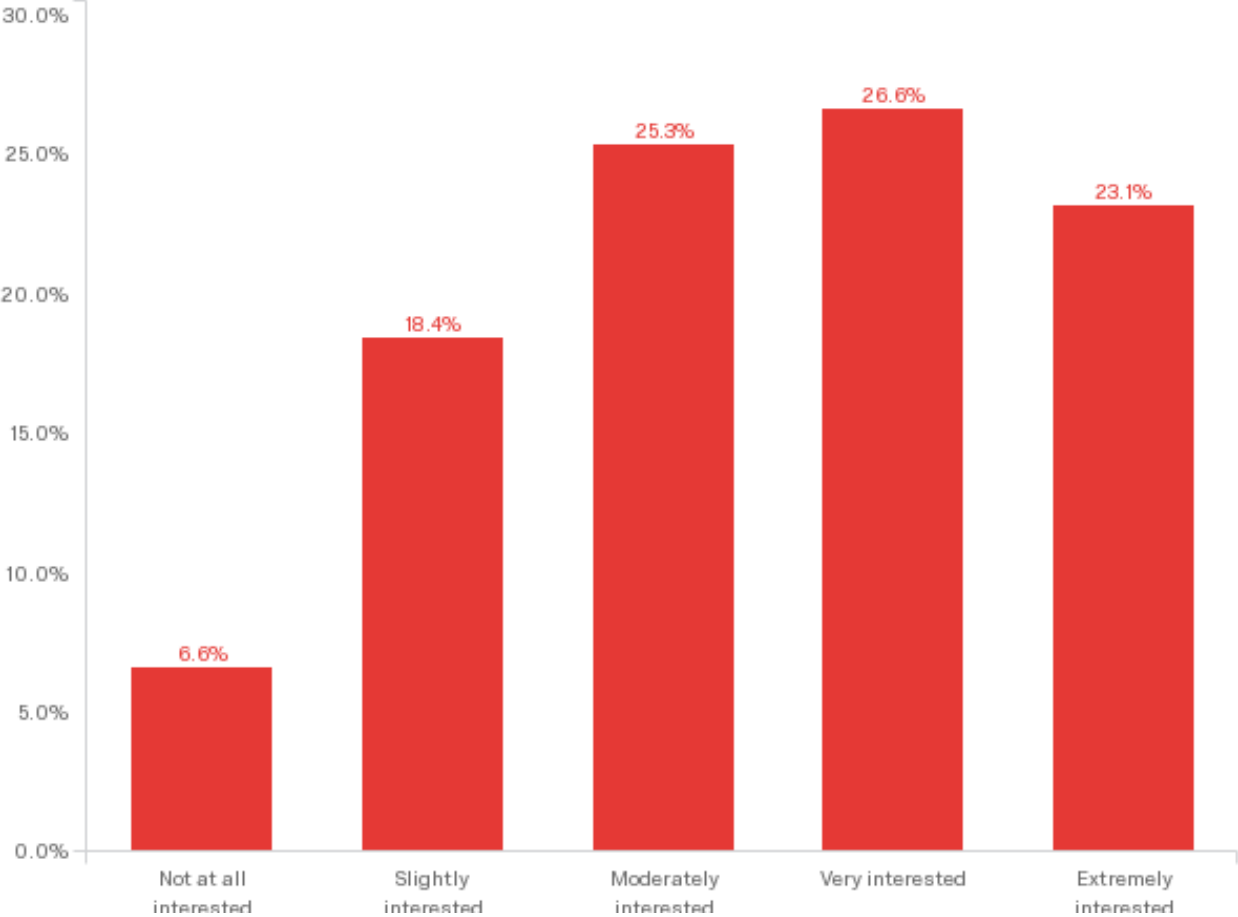
Answer	%	Count
Yes	29.5%	276
No	70.5%	660
Total	100%	936

You responded that you or a family member has attempted your own electrical work. Has that person received training in electrical work?



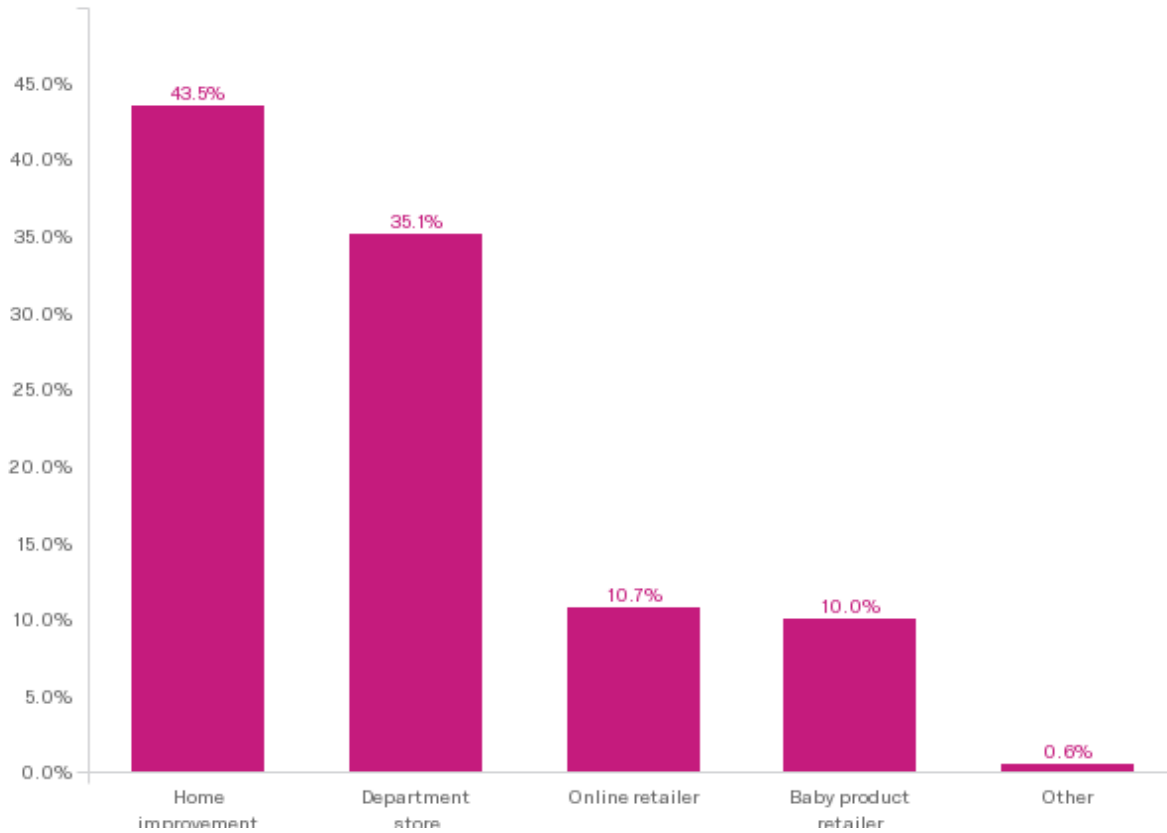
Answer	%	Count
Yes	67.7%	172
No	32.3%	82
Total	100%	254

How interested would you be in learning more about tamper resistant receptacles (TRRs), which are specialized outlets that eliminate instances of childhood shocks or burns caused by tampering with electrical outlets?



Answer	%	Count
Not at all interested	6.6%	62
Slightly interested	18.4%	172
Moderately interested	25.3%	237
Very interested	26.6%	249
Extremely interested	23.1%	216
Total	100%	936

Where are you most likely to purchase items to childproof your home?



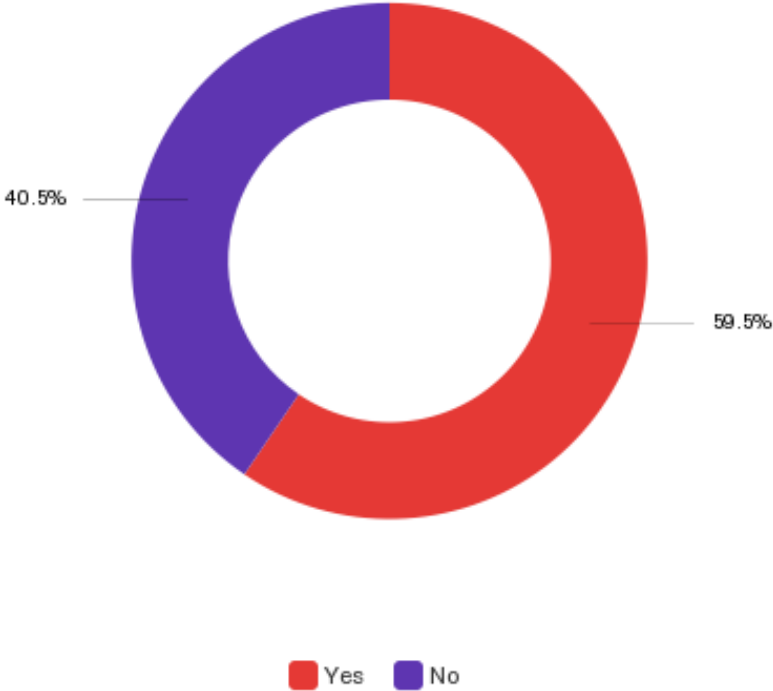
Answer	%	Count
Baby product retailer (e.g. ToysRUs, buybuy Baby)	10.0%	94
Home improvement store (e.g. Home Depot, Lowes)	43.5%	407
Department store (e.g. Target, Walmart)	35.1%	329
Online retailer (e.g. Amazon, Overstock)	10.7%	100
Other (please describe)	0.6%	6
Total	100%	936

“Other” responses:

- Local Distributor
- anywhere it's available-probably a physical store though, shipping charges are too much for online retailers sometimes
- Where ever it's cheaper

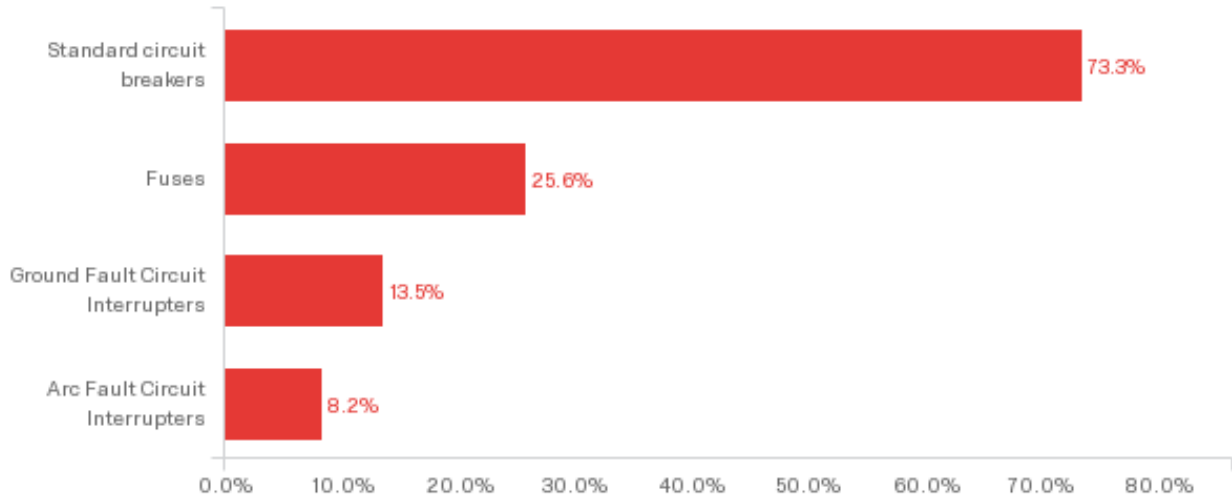
- Lowes
- hospital

Do you have a trusted electrician you can call on for electrical needs in your home?



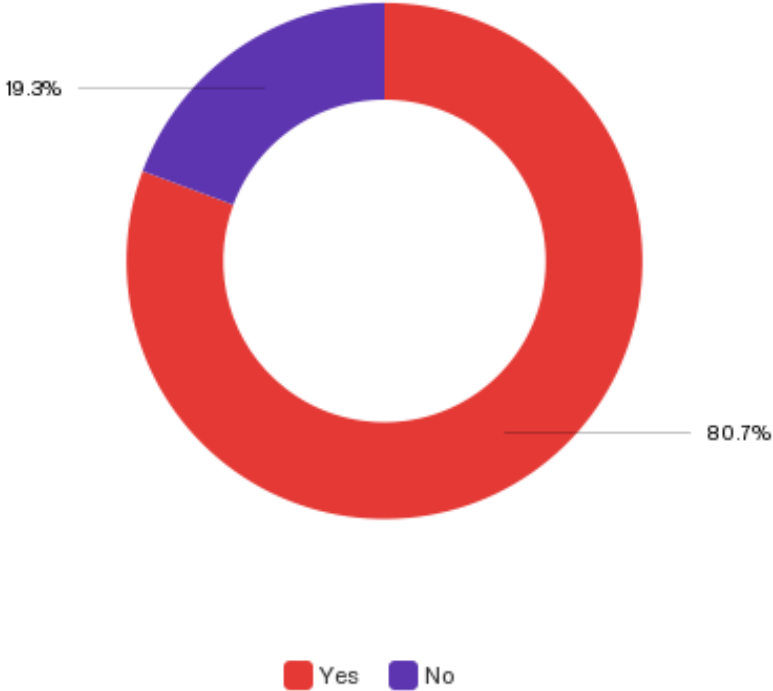
Answer	%	Count
Yes	59.5%	557
No	40.5%	379
Total	100%	936

Which of the following best describes the equipment in your electrical panel? [select all that apply]



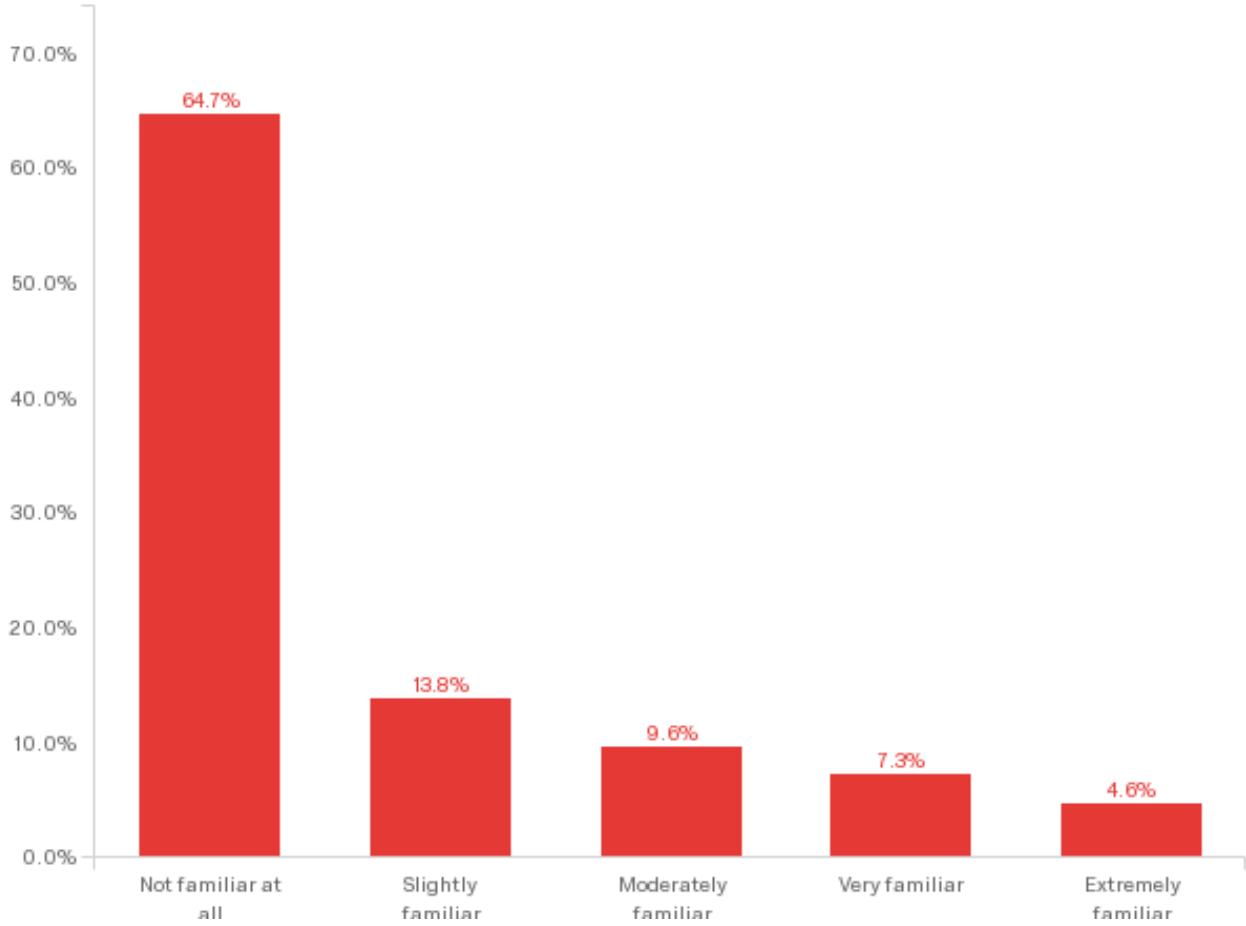
Answer	%	Count
Fuses	25.6%	144
Standard circuit breakers	73.3%	412
Arc Fault Circuit Interrupters	8.2%	46
Ground Fault Circuit Interrupters	13.5%	76
Total	100%	678

Do you know how to shut off the power in your home?



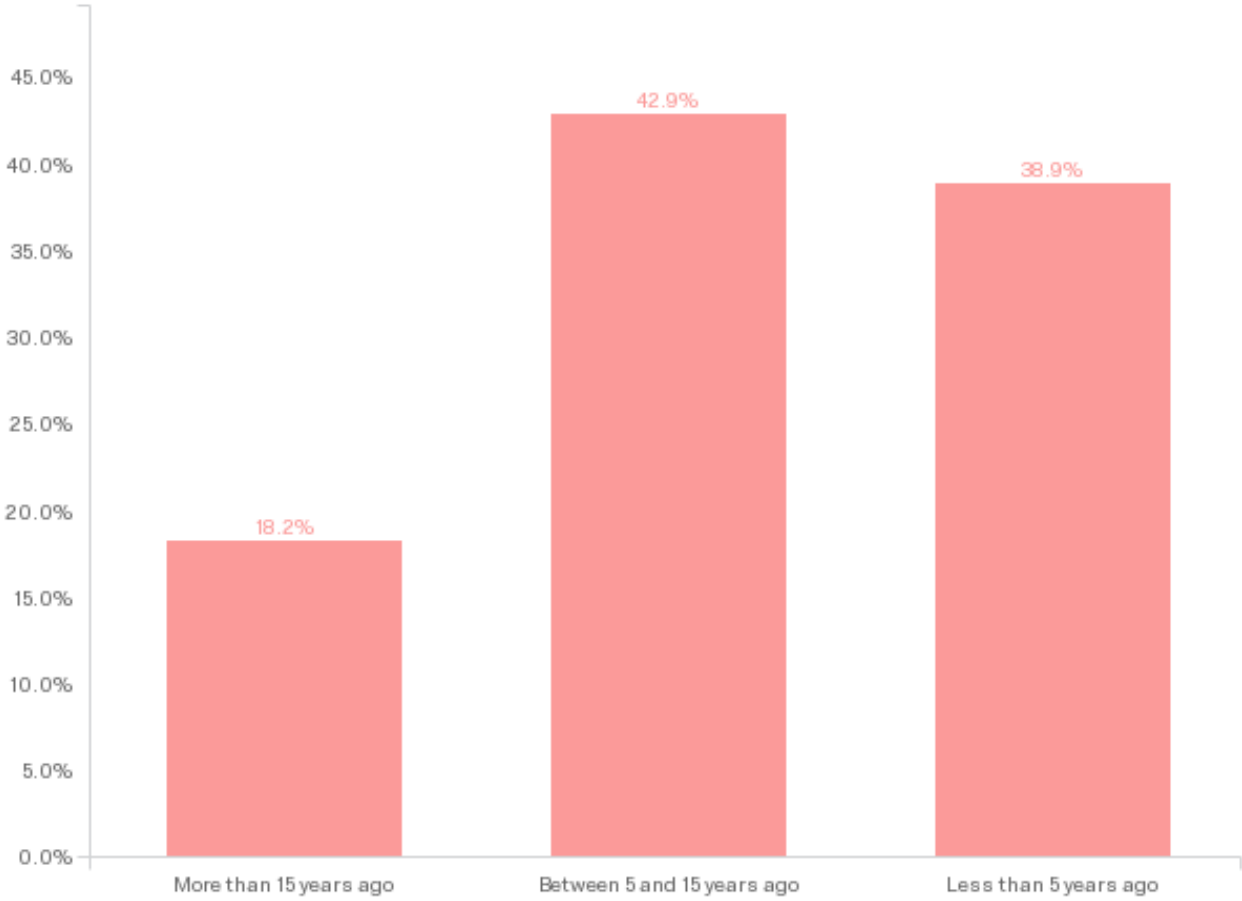
Answer	%	Count
Yes	80.7%	755
No	19.3%	181
Total	100%	936

How familiar are you with arc fault circuit interrupters (AFCIs)?



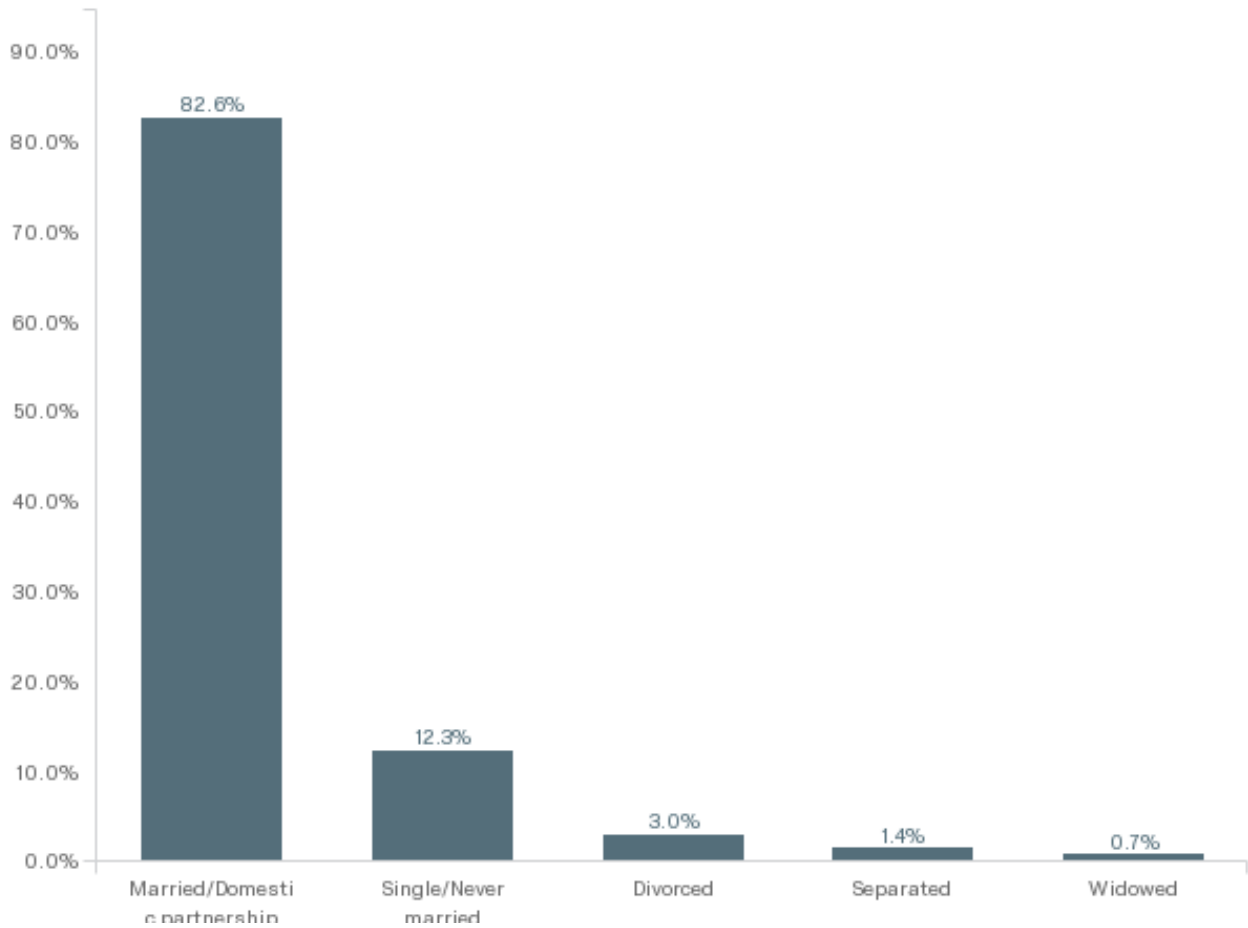
Answer	%	Count
Not familiar at all	64.7%	606
Slightly familiar	13.8%	129
Moderately familiar	9.6%	90
Very familiar	7.3%	68
Extremely familiar	4.6%	43
Total	100%	936

When was your electrical system last updated?



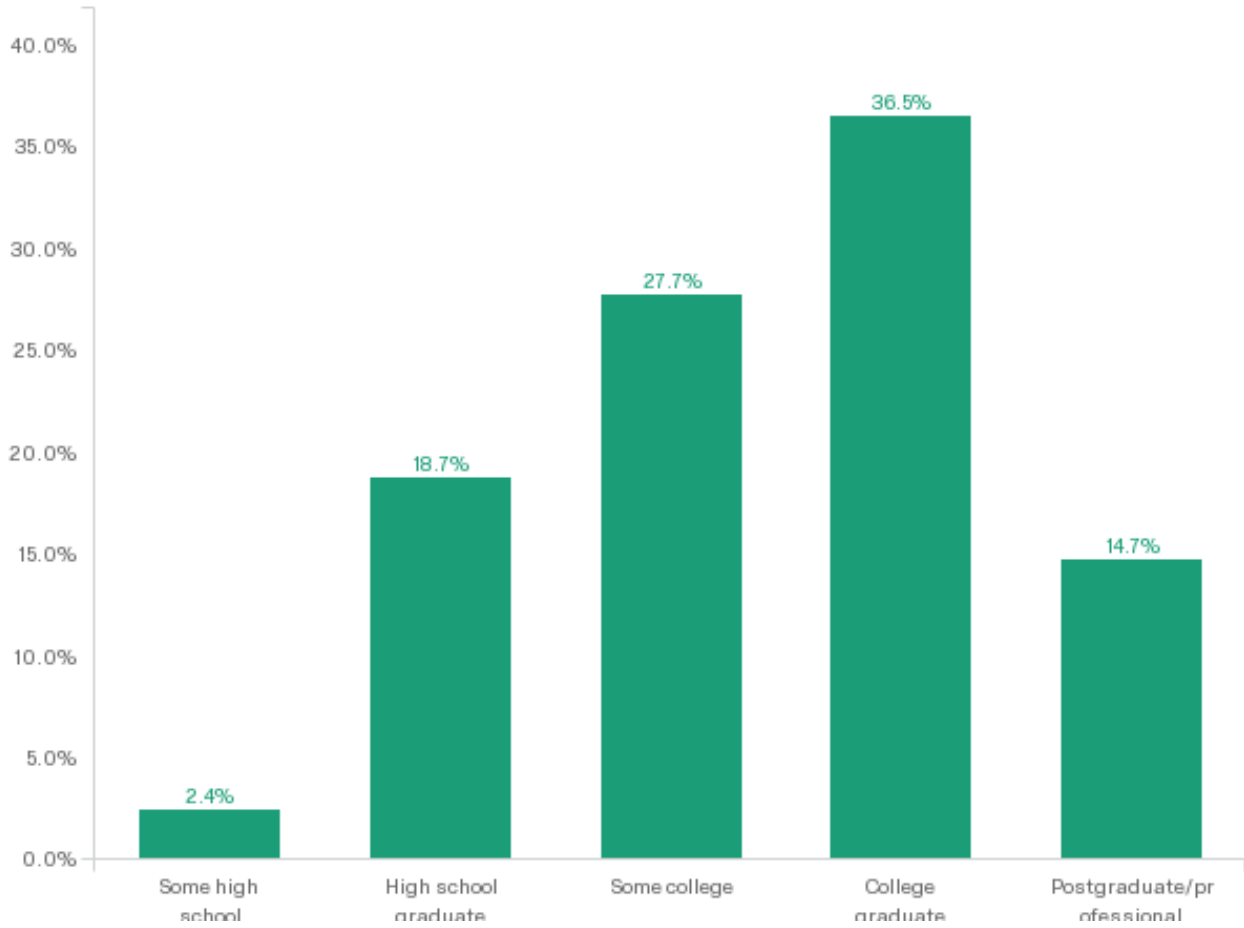
Answer	%	Count
More than 15 years ago	18.2%	99
Between 5 and 15 years ago	42.9%	233
Less than 5 years ago	38.9%	211
Total	100%	543

What is your marital status?



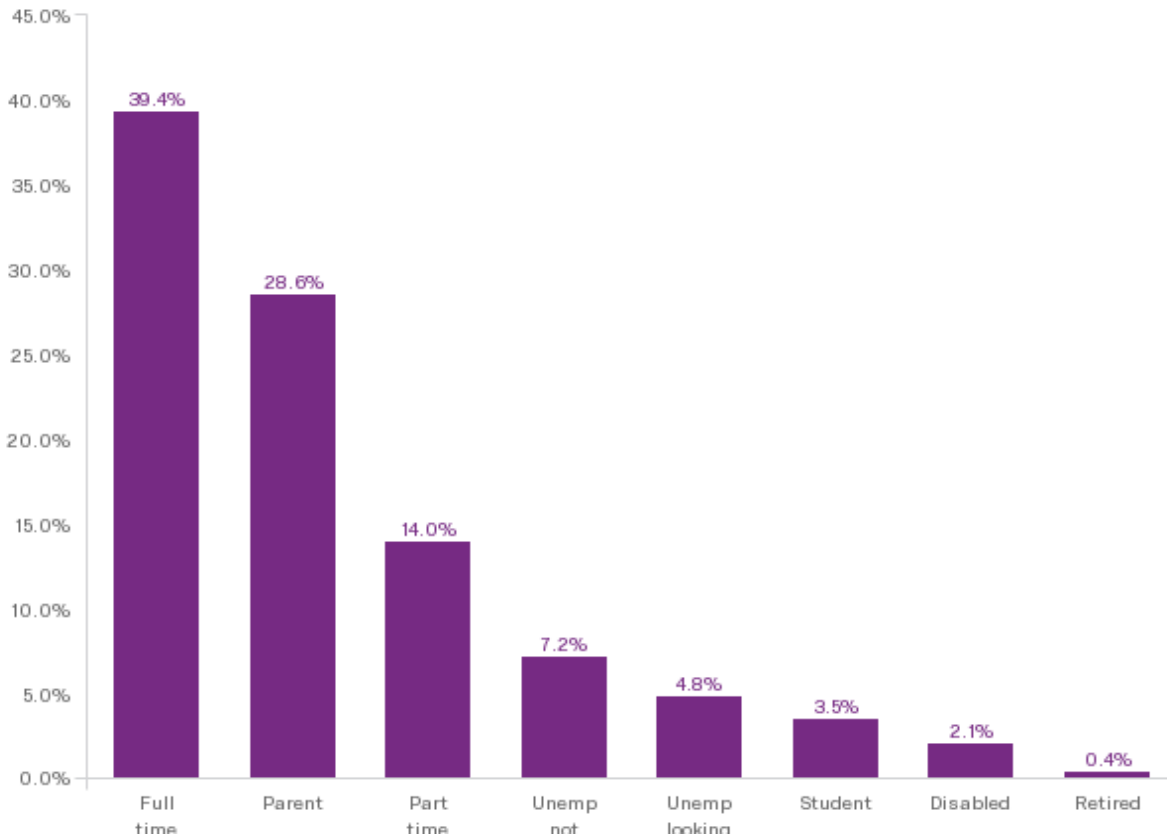
Answer	%	Count
Single/Never married	12.3%	115
Married/Domestic partnership	82.6%	773
Widowed	0.7%	7
Separated	1.4%	13
Divorced	3.0%	28
Total	100%	936

What is your highest level of education?



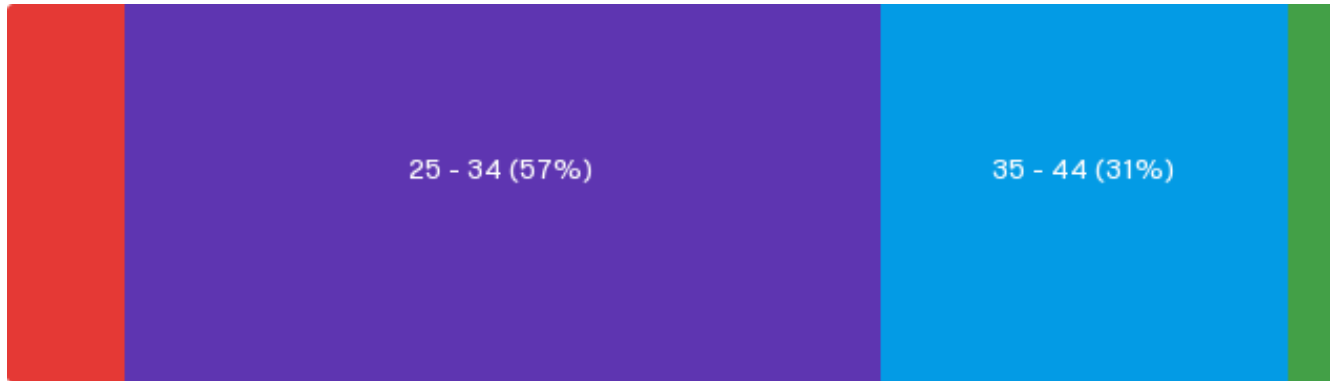
Answer	%	Count
Some high school	2.4%	22
High school graduate	18.7%	175
Some college	27.7%	259
College graduate	36.5%	342
Postgraduate/professional	14.7%	138
Total	100%	936

What is your current work status?



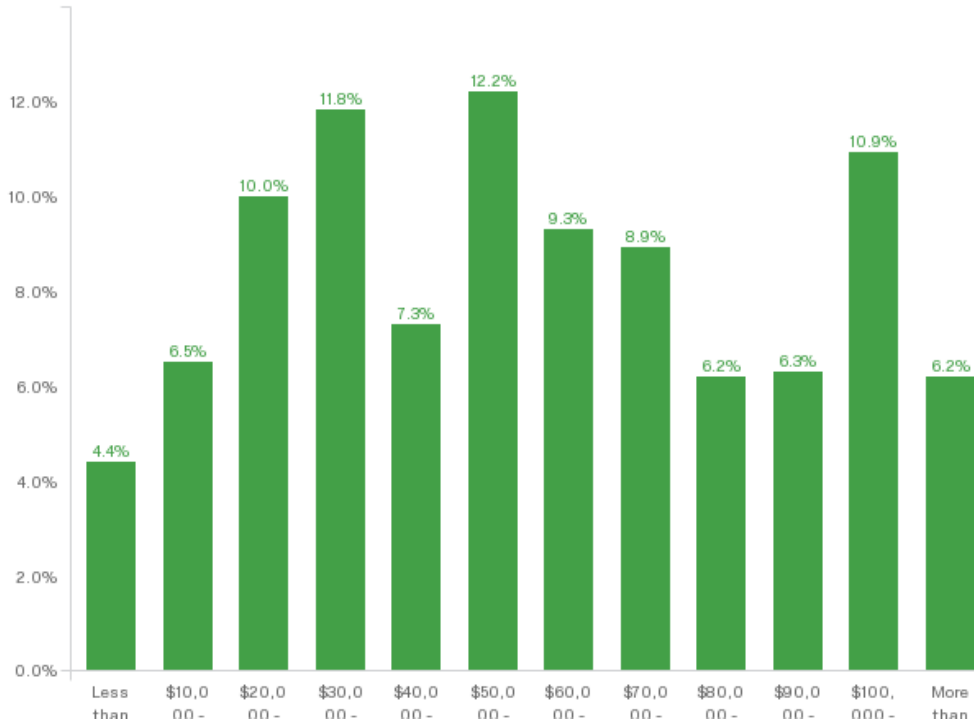
Answer	%	Count
Employed full time	39.4%	368
Employed part time	14.0%	131
Full time parent	28.6%	267
Unemployed looking for work	4.8%	45
Unemployed not looking for work	7.2%	67
Retired	0.4%	4
Student	3.5%	33
Disabled	2.1%	20
Total	100%	935

What is your age?



Answer	%	Count
18 - 24	8.8%	82
25 - 34	57.1%	534
35 - 44	30.7%	287
45 - 54	3.3%	31
55 - 64	0.0%	0
65 and over	0.1%	1
Total	100%	935

What is your annual household income?



Answer	%	Count
Less than \$10,000	4.40%	40
\$10,000 - \$19,999	6.50%	59
\$20,000 - \$29,999	10.00%	90
\$30,000 - \$39,999	11.80%	107
\$40,000 - \$49,999	7.30%	66
\$50,000 - \$59,999	12.20%	110
\$60,000 - \$69,999	9.30%	84
\$70,000 - \$79,999	8.90%	80
\$80,000 - \$89,999	6.20%	56
\$90,000 - \$99,999	6.30%	57

Answer	%	Count
\$100,000 - \$149,999	10.90%	98
More than \$150,000	6.20%	56
Total	100%	903